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# Farm Broadcasters Letter

United States Department of Agriculture Office of Public Affairs Radio-TV Division Washington D.C. 20250 (202) 447-4330

Letter No. 2458

April 27, 1990

WHAT IF THE URUGUAY ROUND GATT negotiations were to fail? The likely result is that past conditions would not continue and that there would be pressure for increased protectionism, according to a new USDA study. Increased protectionism in the past "has proved to be extremely costly," according to the authors of "GATT Trade Liberalization, the U.S. Proposal." Pointing to the aftermath of the Smoot-Hawley Act of 1930, the report says, "the successively increasing protectionism which moved around the world led to general collapse of trade and was a major factor in the global depression of the 1930's."

LOOKING AHEAD, the report says policies that once worked when the world's economies were more independent, do not work so well with growing interdependence. Not only do ag policies of one country affect the producers and consumers of another country in today's closely linked world, government intervention in agriculture & ag trade is growing, the report says. For a copy of the study, contact: Marci Hilt (202) 447-6445. For more information on the report, contact: Larry Deaton or Matt Shane (202) 786-1700 or Bob Riemen-schneider or Lee Ann Stackhouse (202) 382-1324.

U.S. FARMLAND VALUES rose 4 percent from Feb. 1, 1989, to Jan. 1, 1990, for an average of \$693 per acre. Although below the 6 percent gain in 1988, last year's rise was the third straight increase. However, the January 1990 value remained 16 percent below the record \$823 per acre set in 1982. After adjusting for inflation of nearly 5 percent last year, the real value of farmland per acre fell slightly and was 42 percent below the inflation-adjusted high of 1980. Source: Ag Resources: Ag Land Values. Contact: Roger Hexem or Fred Kuchler (202) 786-1422.

CONSUMERS LIKE "LEAN" MEAT -- Since USDA replaced the 6-year-old "USDA Good" label with the new "USDA Select" quality grade two years ago there's been a lot more leaner beef on the grocery shelves, says Jimmy Wise, a USDA marketing analyst. Wise says since USDA responded to consumer & industry group petitions for the name change in 1987, the amount of officially graded leaner beef has increased by more than 700 percent. "Consumers told us they wanted a more positive description of leaner meat available in grocery stores," says Wise, "and they got it." Contact: Jacque Lee (202) 447-8998.



EARTH DAY AT AGRICULTURE -- Sec. Clayton Yeutter, here joined by his wife, Jeanne, planted a flowering dogwood tree on the lawn in front of USDA's Administration Building on The Mall April 19. Yeutter was also joined at the ceremony by the presidents of four 1890 land-grant institutions. (USDA Photo by Larry Rana.)

LOW-CAL ICE CREAM FROM OATS -- Ice cream lovers could soon get a triple bonus from a new USDA product that reduces fat and calories, while fighting blood cholesterol. "What we have is a new ingredient made from soluble oat fiber," says USDA Chemist George E. Inglett. "And, because we substitute it for most of the saturated fat, it turns ice cream into a low-calorie, low-fat frozen dessert." The product is called oatrim. Contact: George E. Inglett (309) 685-4011.

COMPUTER CALCULATES WEED THREAT -- A computer model being developed by USDA scientists could help rice farmers decide when, how and whether to fight back when weeds sprout in their crop. All weeds are not created equal, says USDA Agronomist Roy J. Smith, Jr., and a single sprig of barnyardgrass in rice is as much cause for alarm as three bearded sprongletop weeds. The model will calculate the losses of eight weeds on rice production with or without herbicides. Contact: Roy J. Smith, Jr. (501) 673-2661.

FROM OUR RADIO SERVICE

AGRICULTURE USA #1716 -- Maria Bynum talks with the manager of a 700-acre sod farm in Delaware about the business & the advantages of using sod over seed. (Weekly reel -- 13-1/2 min. documentary.)

CONSUMER TIME #1198 -- Forest fire prospects; stopping the spread of the Medfly; spring lawn care; getting into gardening; low energy landscapes. (Weekly reel of 2-1/2 - 3 min. consumer features.)

AGRITAPE #1705 -- USDA News Highlights; GATT update; broiler update; dairy support prices; getting black students into agriculture. (Weekly reel of news features.)

UPCOMING ON USDA RADIO NEWSLINE -- Tues., May 8, crop/weather update; Thurs., May 10, U.S. crop production, USSR grain, world ag. supply & demand; Fri., May 11, farm labor, world ag/grain production, world oilseeds, world cotton; Tues., May 15, livestock outlook, milk production, crop/weather update; Wed., May 16, USSR outlook, horticultural products; Thurs., May 17, cattle on feed, world dairy situation.

DIAL THE USDA RADIO NEWSLINE (202) 488-8358 or 8359.  
Material changed at 5 p.m. EDT each working day.

FROM OUR TELEVISION NEWS SERVICE  
(April 26, 28 & 30)

FEATURES -- Lynn Wyvill reports on Soviet agriculture; DeBoria Janifer reports on the 1890 Institution's centennial celebration; Will Pemble reports on oatrim.

ACTUALITIES -- Sec. Clayton Yeutter, Sec. of State James Baker and U.S. Trade Rep. Carla Hills on the U.S./EC Ministerial Meeting; Yeutter speaks to the National Association of Agricultural Journalists; Norton Strommen on weather & crops; USDA Economist James Miller on dairy; Norman Kallenmyn on Taiwan.

NEXT WEEK -- Pat O'Leary reports on USDA's LISA library; Lisa Telder takes a look at equine performance.

Available on satellite Westar IV, audio 6.2 or 6.8:

THURSDAY . . . . . 7:30-7:45 p.m., EDT, Transponder 12D  
SATURDAY . . . . . 10:30-11:15 a.m., EDT, Transponder 10D  
MONDAY . . . . . 8:30-9:15 a.m., EDT, Transponder 12D  
(Repeat of Saturday transmission)

A YEAR'S...worth of tornadoes in one day caused nearly non-stop coverage of the storms, says Gary Wulf (KZEN, Central City, Neb.). Two of the twisters were on the ground for more than 100 miles, causing damage totaling \$32 million. USDA's Farmers Home Administration declared the dozen county region a disaster area. Gary says that in the rural America tradition, neighbors worked together to help remove debris and help each other rebuild.

WARM...temperatures have helped producers get oats in early according to Bill Walters (WCUB, Manitowoc, Wis.). Even though they are alongside Lake Michigan, topsoil is dry. There's two sides to that coin, says Bill. On the one hand, the ground was not too wet to get into the fields, on the other, timely rains will be needed to develop the crop. Bill also says new machine sales were up at an implement dealer open house he covered, and the dealer was pleased with producer interest.

### ***Farm Broadcasters Letter***

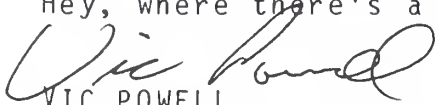


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LOOKING GOOD...says Charlie Rankin (KURV, Edinburg, Texas). Warm temperatures have boosted growth. Irrigated corn is knee high and cotton is squaring. Meanwhile, citrus producers are trimming or removing freeze-damaged trees. Charlie says most will not have a crop for two years.

RETURNING...from a visit with Wisconsin producers to Australia and New Zealand is Bob Bosold (WAXX, Eau Claire, Wis.). They found that during the cold months of July and August dairy farmers dry their cows and shut down operations, except the few who have city supply contracts. Deer farming is expanding. European Red Deer are raised for meat and medicine. There is a market for antler dust combined with ginseng to treat ailments in the Far East. Hey, where there's a market ...

  
VIC POWELL  
Chief, Radio & TV Division